

**MARYLAND HEALTH CARE COMMISSION
CENTER FOR ANALYSIS AND INFORMATION SERVICES**

BID BOARD NOTICE

Procurement ID Number: **MHCC 15-018**

Issue Date: **March 24, 2015**

Title: **Tableau-Based Health Care Pricing Visualization
Development**

I. PROCUREMENT OVERVIEW

A. Introduction

The Maryland Health Care Commission is an independent regulatory agency whose mission is to plan for health system needs, promote informed health care decision-making, increase accountability in the health care system, and improve access to care in a rapidly changing health care environment by providing timely and accurate information on availability, cost, and quality of services to policy makers, purchasers, providers and the public. The Commission helps to ensure that informed consumers hold the health care system accountable and have access to affordable and appropriate health care services through various legislative and consumer initiatives.

The Commission applied for and was awarded funding from the Centers for Medicare & Medicaid Services (CMS) to support health insurance rate review and increase transparency in health care pricing. As a result of this funding, the Commission established a data center to collect health insurance claims for Maryland residents from all payer sources and is planning development of web-based portals to display health care pricing and quality information.

MHCC is seeking a vendor to assist with development of the first of these web portals which will display pricing of health care procedures by provider and geographic location. The display will allow for comparison among providers for health care procedures as well as comparison among geographic locations.

B. Summary of Procurement

MHCC is soliciting proposals from qualified vendors for assistance in the development of a Tableau-based health care pricing portal. The MHCC intends to work closely with the vendor throughout the development process. The intent of this procurement is to help train MHCC staff in use of Tableau for interactive comparative displays of pricing data at the same time with completing development of the Tableau visualizations. The data to support the portal will be provided by MHCC and will be formatted after working with the vendor to determine the most optimal structure of the data to import into Tableau. A web application demonstrating basic

display functionality was piloted by MHCC and will serve as a starting point (see Appendix A and B). The vendor is expected to have expert Tableau display development and data visualization skills.

II. PROCUREMENT SPECIFICATIONS

1. Data will be provided in SQL or flat file format.
2. The vendor will be expected to provide input to MHCC staff to optimize the format of the data input to Tableau if the data provided is not optimally structured for Tableau (see Appendix A and B for pilot examples)
3. The Vendor will make recommendations for visually and functionally enhancing the piloted design. Minimally, an enhanced version of the piloted design must be put into live production including pricing by providers and aggregations of cost by geographic location.
4. The vendor must be skilled in locking down tableau data displays.
5. The vendor should provide evidence of knowledge of accessible and useable web design principles.
6. The vendor is required to demonstrate knowledge of obfuscating sensitive data fields that may be required in the initial development of the aggregated data.
7. The vendor will be knowledgeable in Tableau API development.
8. MHCC will provide a test Tableau server for development and review purposes.
9. MHCC may require assistance with properly administering the tableau server and with exporting finalized Tableau visualizations to Tableau Public.
10. MHCC can make available 1 Tableau desktop license during the development.
11. The platform for the production pricing portal will be Tableau Public Premium.
12. The vendor will be expected to perform development with MHCC staff both offsite and in-person to ensure MHCC staff understand all steps taken in the development.
13. MHCC staff will require review and approval of visualizations before they are deployed publicly.
14. Any hours left unused will be devoted to development of other similar data displays and/or MHCC staff training.

In order to fully evaluate each bid, additional information must be included with the bid:

- a. **Hourly rates for technical consulting and development for all involved personnel.**
- b. **Proposed personnel along with resumes and a letter of commitment from each.**
- c. **All miscellaneous fees applicable to the development.**
- d. **A minimum of three references for which similar work has been performed along with timelines.**
- e. **Proof of company solvency.**
- f. **Examples of completed development demonstrating visual design knowledge and capabilities as well as accessible design knowledge.**
- g. **Examples/descriptions of projects demonstrating knowledge of and ability to work with aggregated data and/or ability to obfuscate sensitive fields used in the aggregation of data.**
- h. **Proposed Work Plan.**

For additional information about the specifications, please contact

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B. Term of Contract

The contract will begin on or about ~~April~~ **May** 1, 2015 and will end July 31, 2015.

C. Issuing Office

The issuing office for this solicitation is the Maryland Health Care Commission, 4160 Patterson Avenue, Baltimore, Maryland 21215; Attention: Sharon M. Wiggins, Procurement Officer.

D. Submission Deadline

In order to be eligible for consideration, a bid/proposal must be received at the Commission no later than **4:00 p.m. Eastern Standard Time April 15, 2015** in order to be considered. Bids may be e-mailed to andrea.allen@maryland.gov by the stated deadline date and time. **All bids must include Federal Identification Tax Numbers.** Vendors mailing proposals should allow sufficient time to ensure timely receipt by the Commission. **In order to receive a contract award, vendors must be registered on eMarylandMarketplace (eMM).** Registration is free. Go here to register: <https://ebidmarketplace.com>. Click on "Registration" to begin the process and follow the prompts.

E. Procurement Method

The procurement method for this solicitation is a small procurement as described in the Code of Maryland Regulations (COMAR) 21.05.07. The maximum award allowed under these regulations is \$25,000.

III. BASIS FOR AWARD

A. The vendor with the most advantageous offer to the State will be awarded the contract.

B. Procurement Method: This contract is solicited in accordance with COMAR 21.05.07, Small Procurement.

IV. SELECTION PROCESS

A. Evaluation Committee

An Evaluation Committee appointed by the Issuing Office will evaluate all bids received by the closing deadline. The Evaluation Committee may request additional technical assistance from any source.

B. Evaluation Criteria

The evaluation criteria set forth below are arranged in descending order of importance. (Therefore, 1 is more important than 2 and 2 is more important than 3) Within each criteria the subcriteria are also arranged in descending order of importance. (In other words, 2.A is more important than 2.B; and 3.A, is more important than 3.B., and 3.B. is more important than 3.C., etc.) In addition, it would be improper to assume that 2.A. is either less important or more important than 3.A., 3.B., etc. A bidder can only conclude that criteria 3 as a whole is less important than criteria 2 as a whole.

Evaluation Criteria

1. Experience and Qualifications of the Proposed Staff
 - a. Knowledge and expertise in developing Tableau visualizations
 - b. Knowledge and expertise in accessible web development and useable design.
 - c. Knowledge and expertise working with aggregation of sensitive data, ability to obfuscate sensitive fields where necessary.
 - d. Preference given to experience with health care data and/or comparative web displays.
2. Corporate Qualifications
 - a. Sufficient proof of corporate viability to meet proposal requirements and time frames
 - b. Demonstrated commitment to providing quality services.
3. Proposed Plan
 - a. Ability of proposed plans to successfully meet the requirements and timeframes
 - b. Approach to overall and task specific management.
4. Statement of Problem

C. Evaluation Process

The Evaluation Committee will evaluate each bid using the evaluation criteria set forth above. Only those bids deemed reasonably susceptible of being selected for an award and whose is initially judged to be “responsible” shall be considered “qualified bidders.” All other bids will not be considered qualified and the bidders shall be so notified.

In recommending a bidder for award, the Evaluation Committee will give more weight to a bidder's proposal than to its financial component.. The Committee shall recommend the bidder whose bid provide the most advantageous offer to the State considering price and the evaluation criteria set forth herein.

V. INFORMATION REQUIRED IN BIDDER PROPOSALS

A. Transmittal Letter

A transmittal letter prepared on the bidder's business stationery is to accompany the original and required copies of this proposal. The purpose of this letter is to transmit the bid; therefore, it should be brief. The letter **MUST** be signed by an individual who is authorized to bind his/her firm to all statements, including services and prices contained in their bid.

B. Technical

This part should be prepared in a clear and precise manner. It **MUST** address all appropriate points outlined in this bid board notice. The bid **MUST** contain the following sections for each part of the technical requirements for which a bid is being submitted:

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- Statement of the Problem
 - Proposed Work Plan
 - Corporate Qualifications
 - Experience and Qualifications of the Proposed Staff
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The **Statement of the Problem** should demonstrate clearly the bidder's understanding of MHCC objectives and goals. The bidder should also demonstrate an understanding of the required consulting issues.

The **Proposed Work Plan** section is to contain a brief description of the bidder's proposed plan to meet the requirements. It should include a detailed description of the firm's methodology, techniques and work plan for addressing the requirements.

The **Corporate and Staff Qualifications** section should describe the overall capabilities of the organization/Staff to meet the requirements and time-frames. It should include descriptions of selected engagements for other clients involving services similar to those requested by this proposal which were successfully performed by the bidder, as well as the process the organization used to ensure that delivered products met customer needs.

A minimum of three references from firms, organizations, etc., for whom work of a similar or related nature to this bid board was completed should be included. Each reference should identify the name of each organization, point of contact, and telephone number. The MHCC shall have the right to contact these or any other references of its choosing as part of the evaluation and selection process, or not to contact some or all references if deemed appropriate.

The bidder must also explain how it will be able to maintain its independence and objective in carrying out the requirements of this proposal.

The **Experience and Qualifications of the Proposed Staff** section should describe how the proposed staff experience and qualifications relate to their specific responsibilities as detailed in the work plan for this procurement.

The section is also to include individual resumes for the key personnel who are to be assigned to the project if the bidder is awarded a contract. Subcontractors, if any, must be identified, and a detailed description of their contributing role relative to the requirements of the proposal should be included in the proposal. Each resume should include the amount of experience the individual has had relative to the work called for in this solicitation. Letters of intended commitment to work on the project from all key personnel, including subcontractors, should be included with the proposal.

C. Financial

The bid should provide an hourly rate by labor category for consulting services. The information will be used for evaluation purposes and bid comparisons.

| | FY 2015 |
|---|----------------|
| Bid Categories Cost Sheet | |
| Hourly Labor Costs: | |
| Tableau Consultant | |
| Other Developer (list each if applicable) | |
| Applicable Fees if apply (list each) | |
| <u>Total Contract Cost</u> | |

Bills/invoices under the contract will be for actual hours worked by each individual up to a **maximum total billing of \$25,000** for the entire contract period. The contractor may not bill for work unless and until such work is specifically requested by the Contractor Monitor.

VI. TERMINATION CLAUSE

This contract may be terminated at any time and/or for any reason at the convenience of the Commission. Bidders must acknowledge this statement in their response to this Bid Board Notice.

MINORITY BUSINESS ENTERPRISES ARE ENCOURAGED TO RESPOND TO THIS SOLICITATION